

## Social Media Landscape



## The Church and Social Media

*What you need to know about the changing landscape.  
And how to get your parish or ministry engaged.*

## Some basic principles:

- ♦ Social Media is different from old/legacy media.
- ♦ Social Media is much more than Facebook and Twitter.
- ♦ The Social Media landscape is evolving rapidly.

## Remember the 1990's?

- ♦ Everyone wanted a web site.
- ♦ No one knew why.
- ♦ People (and organizations) feel-- appropriately-- that they're missing out on something important.
- ♦ So, they make quick decisions, and think they're done.
- ♦ The truth: you're never done.
- ♦ Social media is the same.

# Old Media vs. Social Media

Old Media	Social Media
Static	Interactive
Organizationally generated	Cooperatively generated
Gatekeepers	Facilitators
Broadcast	Multicast
"Professional"	"Amateur"
Scheduled	On-demand

## A few definitions...

- ♦ Old/Legacy Media:
  - ♦ Publishers
  - ♦ Newspapers
  - ♦ Television
  - ♦ Radio
  - ♦ Motion Pictures
  - ♦ Record "Labels"
- ♦ What's in common? They are all dying.

## Static vs. Interactive

- ♦ Old media had consumers & audiences
- ♦ New media has participants.
- ♦ Old advertising was universal. New ads are targeted.
- ♦ New media is intimately tracked, because it's interactive.

## Organizational vs Cooperative

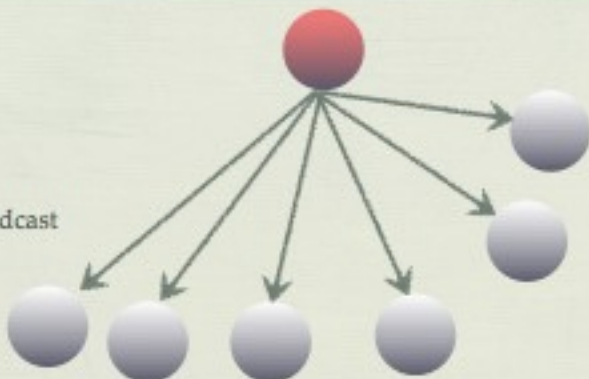
- ◆ Legacy media comes from corporations, governments, organizations.
- ◆ New Media, especially Social Media is user-generated content, or user-generated added value.

## Gatekeepers vs. Facilitators

- ◆ Old media had editors, publishers, executives; big financial barriers to entry.
- ◆ Social Media has facilitators who welcome participants and set up systems for interaction; little barriers to participation.
- ◆ Sometimes these facilitators are known (Arriana Huffington?). Often they're unknown ("who" is Facebook?).

## Broadcast vs Multicast.

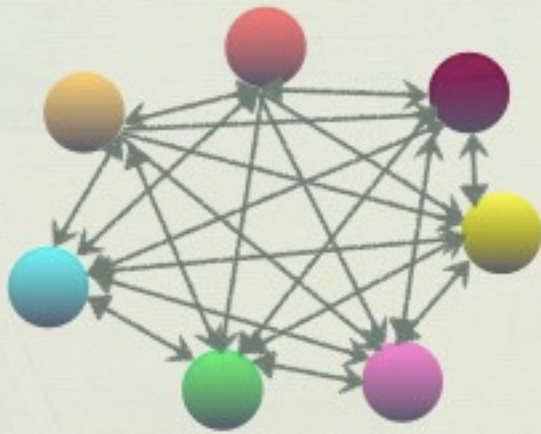
- ◆ Broadcast





## Broadcast vs Multicast.

◆ Multicast



## Professional vs Amateur

- ◆ Amateur here means “does it for love,” not does it poorly.
- ◆ Today, you can shoot, edit, and publish video on your iPad, replacing a multi-million dollar studio.
- ◆ Tools are relatively easy to use-- you can be self-taught.
- ◆ This is both good and bad.

## Scheduled vs. On-demand

- ◆ When are your favorite TV shows on? I don't know!
- ◆ Streaming & on-demand are replacing cable.
- ◆ All of YouTube is unscheduled. And Hulu. And Netflix.
- ◆ You don't have to be on Facebook at the same time to have a conversation. It's all non-real-time.

# Where's the Church?

- ◆ A few web sites, mostly terrible
- ◆ A few stalwart bloggers
- ◆ Every element of the lunatic fringe is active.
- ◆ We can do better, and we must.

# Where to begin?

- ◆ Start with a good infrastructure. Otherwise, managing your social media is a nightmare.
- ◆ Focus on your CONTENT! Use of the various tools becomes obvious and easy, once you're clear what your content is.

# A little branding goes a long way!

- ◆ Communicate consistently:
  - ◆ Logos, typography, color palate, design standards
  - ◆ Be recognizable!
  - ◆ Know your mission, and how to express it succinctly.
  - ◆ Make sure all staff and key volunteers understand all this!

# Start with your web site

- ◆ Is it updated, ALWAYS?
- ◆ Is the basic information easy to find?
- ◆ Is there anything that induces people to come back?
- ◆ No! Never! Not ever!
  - ◆ Bad design
  - ◆ Broken links
  - ◆ Dated content
  - ◆ "Under construction" banners

# Start with your web site

- ◆ Must haves:
  - ◆ Contact information
  - ◆ Mass times
  - ◆ News from the parish with photos
  - ◆ Ways to get involved
  - ◆ Social media hooks
- ◆ Consider a Content Management System
- ◆ Skip the link farms. This is the 21st century.

# Fix your email systems

- ◆ Register a domain. If you have a web site, you've done this.
- ◆ Use "real" email addresses, not gmail.com, yahoo, aol, etc.
- ◆ Use functional addresses that forward,  
e.g. [pastor@stphilip-reedcity.org](mailto:pastor@stphilip-reedcity.org).
- ◆ Use a managed bulk email service like Constant Contact.



# Now, start with S.M.

- ◆ Build an Organization Facebook page.
- ◆ Set up a Twitter account.
- ◆ Tell people about them, and *why* they need to use them!
- ◆ Connect your web site and email to FB and Twitter.
  - ◆ Like buttons, share buttons for web site.
  - ◆ Signature lines for email.

# Build your content: Photos

- ◆ Set up a photo library
- ◆ Recruit and train photographers
- ◆ Get/publish photo policies and releases
- ◆ Recruit a volunteer to curate the photo library
  - ◆ Captions, title, tags, face ID's
  - ◆ Remove opt-outs and policy violations, track releases
- ◆ Establish a work-flow for publication & posting

# Build your content: blogs

- ◆ Who's got something to say?
- ◆ Who can speak/write about their faith?
- ◆ Easy content source: preaching, *lectio divina*
- ◆ Deeper content: RCIA stories and journals, mission trips, events, retreat talks, formation (diaconate, seminary, etc.).

## Build your content: podcasts

- ◆ Preaching, if it's any good.
- ◆ News of the parish (announcements).
- ◆ Preaching from staff, laity. Again, if it's any good.
- ◆ Interviews: featured ministries, oral histories, family stories, overheard in catechesis, etc.
- ◆ Recordings of programming.

## When does content become social?

- ◆ When you post it in a place where people can access it, comment on it, share it, and add to it.

## Example: Monday morning

1. Sunday Homily is recorded.
2. Passed to an editor/poster.
3. Edited version is posted to web site.
4. Updated link is posted in home page.
5. Old homily is moved to archive page.
6. Link is posted to FB page.
7. Link is posted to pastor's FB page.
8. Tweeted!
9. Weekly email includes link.



## Example: Monday afternoon

- ◆ Comments are posted on FB and responded to.
- ◆ Pastor reviews comments and “likes.”
- ◆ Emails are responded to within 24 hours.
- ◆ Best comments are re-tweeted.

## I know what you're thinking.

- ◆ I don't have time to do all that!
- ◆ My pastor will never go along with all this.
- ◆ We can't afford it.
- ◆ How can I learn to do all that's needed?

## It's *ministry*!

- ◆ How do you get your volunteers now?
- ◆ This isn't something additional for your workload, it's how your work gets done.
- ◆ For everything that gets added to the to-do list, something goes on the stop-doing list.
- ◆ Use available on-line tools to manage tasks and volunteers! Leverage the technology.

## Think about SM in other categories

- ◆ Publishing: WordPress, blogger, reddit
- ◆ Collaboration: manymoon, streamwork, basecamp
- ◆ Social gaming: zynga, Words with Friends, Draw Something
- ◆ Mobile services: Foursquare, FB check-in
- ◆ Sharing: flickr, EverNote, Pinterest, Instagram
- ◆ Networking: LinkedIn, Ning
- ◆ Shopping: Amazon, Zappos, etc.

## Social Media is essential.

- ◆ It's where people live, experience their culture, and connect with each other.
- ◆ There are no gatekeepers blocking you.
- ◆ The expense is minimal.
- ◆ Volunteers will help you.

## But....

- ◆ Know your diocesan Social Media and Acceptable Use policies. (These should be reviewed/revised every six months).
- ◆ Comply with all policies for protection of children and vulnerable adults.
- ◆ Watch the use of copyrighted materials. Know what's fair use.
- ◆ Communicate with diocesan offices that can help.

- ◆ Have some fun with this stuff!

[illegible]